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ABSTRACT

This investigation was conducted to identify trends in evening enrollment patterns among the California community colleges outside the Los Angeles District, and to identify causes for those trends. Seventy-four college presidents (87% of those contacted) responded to the questionnaire. Enrollment statistics are presented by year from 1966 to 1971 for large (4,000+), small (0-999), and medium (1,000-3,999) size colleges. Some conclusions were: (1) of the 50 colleges reporting data for 1966-1971, only four had a smaller evening enrollment in 1971; (2) the enrollment at small colleges generally increased at a faster rate than large colleges; (3) the reasons for enrollment increase most often given were growth due to normal expansion and increased off-campus offerings; (4) about one-third of the colleges charge a "defined adult" fee, the majority charging $3.00 per unit; and (5) new types of recruitment procedures have been initiated by 25 colleges, the most effective was publishing special class offering schedules in the local press. (RN)

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LOS ANGELES CITY COLLEGE

"SURVEY OF CALIFORNIA COMMUNITY COLLEGE EVENING ENROLLMENTS"

Research Study #72-9

JC 720 159

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Research Office
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UNIVERSITY OF CALIF.
LOS ANGELES

AUG 2 1972

CLEARINGHOUSE FOR
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INFORMATION

"SURVEY OF CALIFORNIA COMMUNITY COLLEGE EVENING ENROLLMENTS"

PURPOSE OF THE STUDY

Evening enrollment at L.A.C.C. has been declining in recent years. In investigating causes for this decline, L.A.C.C. President Kaufman suggested that it might be helpful to know of other California community college experience in this area. This study is an outgrowth of that suggestion. It aims to identify any significant changes in evening enrollment patterns and also to identify causes for these changes.

PROCEDURES FOR THE STUDY

A brief questionnaire and covering letter (copies appended) were sent to all California Community College Presidents (excluding the Los Angeles District). Responses were read and analyzed as indicated in the following section.

FINDINGS

Responses were received from 74 colleges, an 87% response rate. Question 1 asked for Fall evening enrollment figures from 1966 through 1971. Eliminating colleges not in existence in 1966 and others with incomplete data produced the fifty usable responses to this question shown in Table 1. The table indicates Fall, 1966 enrollment as 100 and succeeding years as a percent of this base. In order to investigate trends at the larger and smaller schools, the table is divided into three arbitrarily defined sections based on Fall, 1966 enrollments: (A) large colleges (4,000 +), small colleges (0-999), medium size colleges (1,000-3,999).

FINDINGS (continued)

Figure 1 is a frequency diagram of the 1971 enrollments (as a percent of 1966 enrollment) for all fifty colleges and for the large and small groups. Means, medians, and standard deviations are also indicated.

Question 2 asked for explanations for any significant changes in enrollments reported in question 1. Table 2 presents these responses (edited for brevity).

Question 3 asked if the college had instituted the $3.00 "defined adult" fee, and if so, when. Table 3 summarizes response to this question. The $3.00 figure stated in the question is clearly not the figure used in all instances where the fee is charged. Differences in amount charged are also indicated in Table 3.

Question 4 requested information about any new type of recruiting procedures. These responses are summarized in Table 4.

TABLE 1 - Evening Enrollments at California Community Colleges Fall Semesters, 1966-1971 (expressed as a percent of Fall 1966 enrollment)

COLLEGE	F '66 Enroll.	F '66	F '67	F '68	F '69	F '70	F '71
LARGE COLLEGES (4000 +)							
1.	4630	100	70	99	121	146	151
2.	4500	100	111	122	133	144	156
3.	8241	100	98	102	110	132	144
4.	11960	100	97	101	105	105	104
5.	6248	100	110	112	121	125	125
6.	20450	100	111	112	119	122	126
7.	5281	100	95	91	86	92	90
8.	5865	100	97	108	115	123	115
9.	5285	100	127	177	189	209	236
10.	5511	100	109	112	122	133	131
11.	8847	100	118	105	93	76	65
SMALL COLLEGES (0 - 999)							
1.	950	100	110	112	151	161	156
2.	663	100	173	193	214	282	324
3.	245	100	105	168	219	285	290
4.	248	100	74	69	71	68	62
5.	239	100	118	168	156	173	159
6.	341	100	103	120	156	152	168
7.	149	100	146	121	141	250	285
8.	450	100	108	122	116	116	122
9.	774	100	107	112	100	108	140
10.	360	100	131	143	145	185	159
MEDIUM SIZE COLLEGES (1000 - 3999)							
1.	3530	100	93	113	151	147	180
2.	1252	100	99	123	113	128	126
3.	3510	100	106	111	117	122	125
4.	3264	100	124	128	137	150	150
5.	3009	100	97	99	101	95	97
6.	3100	100	100	104	109	115	122
7.	2492	100	102	106	99	91	109
8.	2273	100	92	95	92	89	108
9.	1157	100	113	115	149	178	183
10.	2500	100	104	100	124	128	140
11.	3003	100	116	135	146	168	185
12.	3919	100	105	113	123	128	127
13.	1929	100	107	113	105	110	117
14.	2395	100	111	156	182	197	245

Continued on next page

FIGURE 1 - California Community Colleges Fall Evening Enrollments

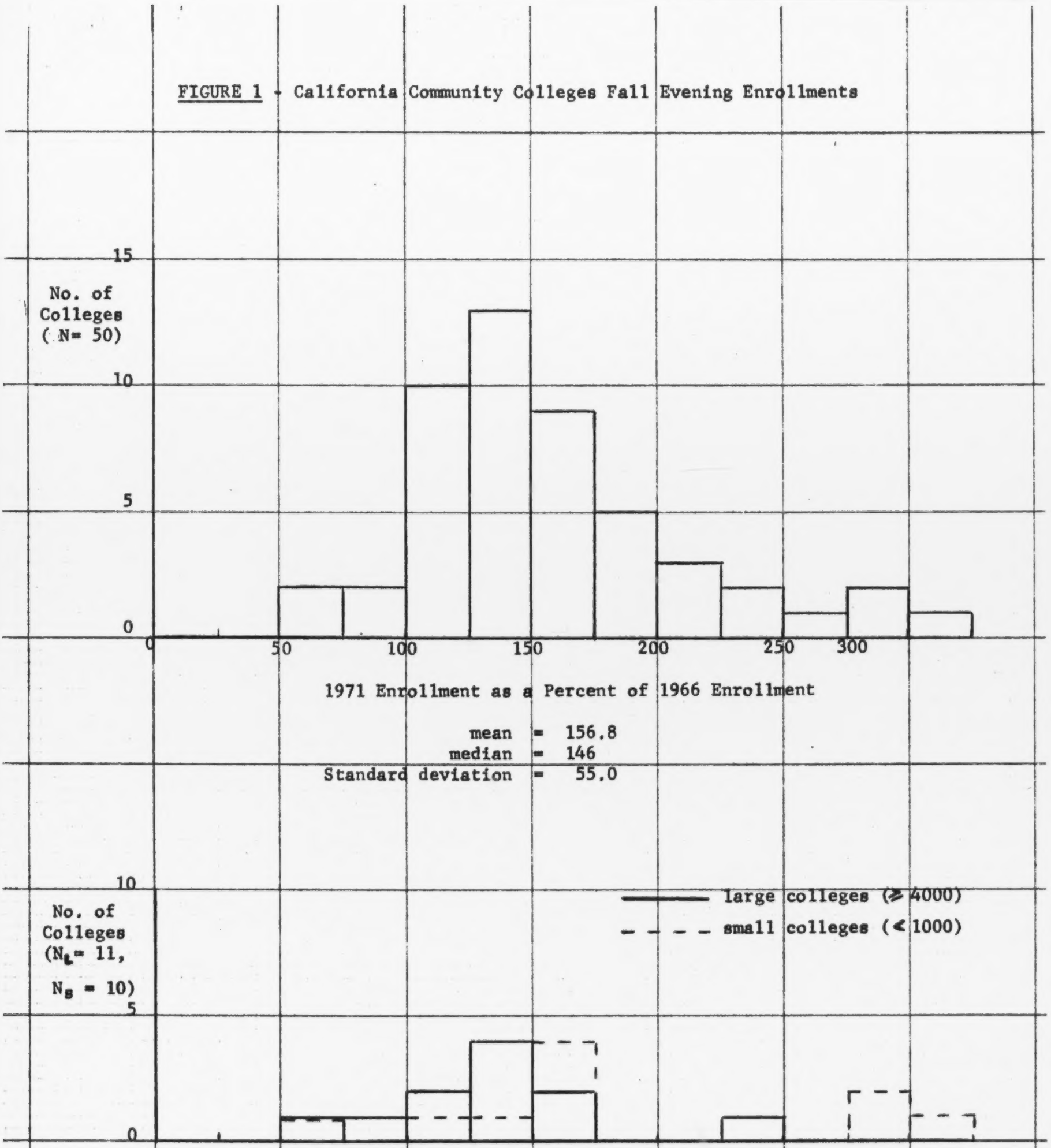

TABLE 1 (continued)

COLLEGE	F '66	F '66	F'67	F '68	F '69	F '70	F '71
MEDIUM SIZE (1000-3999) continued	Enroll.						
15.	1410	100	127	153	160	196	258
16.	1245	100	113	122	127	150	160
17.	1141	100	93	100	101	124	165
18.	1236	100	120	146	171	181	217
19.	2735	100	119	179	193	214	216
20.	1020	100	106	113	125	102	130
21.	2612	100	103	117	136	170	203
22.	2840	100	108	125	173	152	148
23.	2923	100	107	114	113	112	120
24.	1220	100	79	94	116	113	136
25.	3463	100	101	103	117	126	148
26.	1377	100	110	125	126	155	183
27.	3408	100	101	97	106	106	116
28.	2425	100	125	158	165	173	198
29.	1625	100	111	102	108	96	118

TABLE 2 - Stated Reasons for Significant Changes in Enrollment

REASONS FOR INCREASE:

Gradual growth due to normal expansion and offerings (15)
Increased number of off-campus classes (11)
Increased course offerings (5)
Increased publicity (4)
More day students took evening classes due to filled day classes (3)
More variety of courses (2)
Mail registration system (2)
More servicemen attending college
More dropouts returning to college
Diversion of students from four-year colleges
Job requirements geared to college units
Outreach contact has been sequentially improved
Increased budget
Declining job market
Combined community service activities with continuing education
Strengthened community advisory committee
Gone active instead of passive

Continued on next page

TABLE 2 - REASONS FOR INCREASE (continued)

Increase due to vocational programs
Liberal admissions policy (late enrollment)
Heavy use of Veysey program for high school students
Earlier registration
Veterans
New school and advertising
Impact of new State college
Additional facilities
May be due to brilliant programming!

REASONS FOR DECREASE

New accounting procedure
High tuition fee
No mass mailout of evening schedule
Change of draft calls
Closing of classes and difficulty of securing instructors
Increased competition from unified district
Fewer evening classes being offered
Redefinition of classes for adults
Don't have any clearcut reasons
Enrollment dropped the first semester of tuition, increased after that
Growth stopped due to limited facilities
No explanation
Opening of new colleges in district
Recessive economy and lack of promotion
Tuition for non-resident and evening registration fee

TABLE 3 - "Defined Adult" Fee Practices

Is fee charged?

yes 22(30%) no 48(65%) no response (41(5%)

When was it instituted?

1972	1	1965	5
1971	3	1963	1
1970	1	1958	1
1969	1	1952	1
1967	1	1937	1
1966	6		

Amount of fee:

$3.00 per unit	9	$10.00 flat	1
$5.00 per unit	6	$6.00 per course	1
$2.00 per unit	3	$10.00 per course	1
$5.00 flat	1		

TABLE 4 - New Types of Recruitment Procedures Instituted

Have new procedures been instituted?

yes 25 (34%) no 40 (54%) no response 9 (12%)

Brief descriptions of procedures:

Special supplement of offerings in local newspapers (10)
Using neighborhood groups to set up recruiting (3)
Used counseling van in shopping centers, etc. (3)
Registration by mail -- eliminating long lines (3)
Saturday classes (3)
Closer liaison with high schools (2)
Media publicity (2)
Mailing schedule to previous enrollees (2)
Ran newspaper ads on open classes during final week of registration (2)
Setting up "ethnic" neighborhood sites for course offerings
New counseling programs
Group leadership processes
Affirmative action program
Separate evening schedule widely circulated in community
Program for active firemen
Closer coordination with military
More contact time with interested residents
Flyers on special courses
Consulting with neighborhood advisory committees
Exhibit at County Fair
Speakers bureau
Brochure racks throughout the district
Satellite campuses at company locations
Slide-tape presentations to high schools
Federally funded project

SUMMARY AND CONCLUSIONS

This study reports on a mailed survey of the California community colleges outside the Los Angeles district. The purpose of the survey was to discover trends in evening enrollments and reasons for those trends, with special emphasis on the effects of the "defined adult" fee. 74 colleges, 87% of those contacted, responded to the request for information and opinions.

Following are some observations from the findings of this study:

(1) The recent L.A.C.C. decline in evening enrollment is not typical of colleges throughout the state. Of the fifty responding colleges which reported data from 1966 through 1971, only four had a smaller enrollment in 1971 than in 1966. Twenty of the fifty colleges showed a monotonic increase over the five year period; none showed a monotonic decrease; the remaining thirty colleges showed some fluctuation, but generally an increase. Small colleges generally increased at a faster rate than large colleges.

(2) Most often stated reason for enrollment increase was growth due to normal expansion, followed closely by increased offerings off-campus. A variety of other reasons were suggested for both increases and decreases (see Table 2).

(3) Apparently about one-third of the colleges charge the "defined adult" fee. Although most of these charge $3.00 per unit, the charge varies considerably (see Table 3). Only two colleges indicated the institution of the fee affected their enrollment, and one of these indicated the effect was temporary. These findings seem to corroborate findings of a recent study made by Dr. Stephen Epler, Director of Extended Day at Cerritos College.

(4) Twenty-five colleges indicated that they have initiated some new types of recruitment procedures. Apparently the most effective of these was publishing special class offering schedules in the local press (see Table 4).

COLLEGES PARTICIPATING IN THIS SURVEY

Alameda, College of
Allen Hancock College
American River College
Antelope Valley College
Bakersfield College
Butte College
Cabrillo College
Canada Evening College
Canyons, College of the
Cerritos College
Chabot College
Chaffey College
Citrus College
Columbia Junior College
Compton College
Cosumnes River College
Contra Costa College
Crafton Hills College
Cuesta College
Cypress College
De Anza College
Desert, College of the
Diablo Valley College
El Camino College
Feather River College
Foothill College
Fresno City College
Fullerton Junior College
Gavilan College
Glendale College
Golden West College
Grossmont College
Hartnell College
Lassen College
Long Beach City College
Merced College
Mira Costa College
Modesto Junior College
Monterey Peninsula College
Moorpark College
Mt. San Antonio College
Napa College
Ohlone College
Orange Coast College
Palomar College
Palo Verde College
Pasadena City College
Porterville College
Reedley College
Riverside City College
Sacramento City College
Saddleback College
San Bernardino Valley College
San Diego Evening College
San Francisco, City College of
San Joaquin Delta College
San Jose City College
San Mateo, College of
Santa Ana College
Santa Barbara City College
Santa Rosa Junior College
Sequoias, College of the
Shasta College
Sierra College
Siskiyous, College of the
Skyline College
Southwestern College
Taft College
Ventura College
Victor Valley College
West Hills College
West Valley College
Yuba College

LOS ANGELES CITY COLLEGE
855 North Vermont Avenue
Los Angeles, California 90029

Dear

In the past few years, our evening enrollment here at Los Angeles City College has taken a downward trend. We are exploring causes for this, and in particular are looking at the effect of introducing the "defined adult" $3.00 per unit fee (for graded junior college classes meeting after 4:30 P.M.).

It would be most helpful to us to know the experience of other colleges in this regard and are thus requesting your help.

The attached page asks a few questions which should take just a few minutes of your (or your designate's) time. Would you be kind enough to complete it and return to us promptly?

We'll be glad to share our findings with you if you so indicate.

Many thanks for your assistance.

Sincerely,

Louis Kaufman
President

LK/e

College _____

1. Please indicate your evening enrollment (for junior college graded classes) for the years indicated: (census week preferred, but any consistent data will suffice)

Fall, 1966 _____

Fall, 1967 _____

Fall, 1968 _____

Fall, 1969 _____

Fall, 1970 _____

Fall, 1971 _____

2. Please indicate your explanation for any significant changes in the enrollments reported above.

_____

_____

_____

_____

3. Has your college instituted the $3.00 "defined adult" fee for junior college graded classes meeting after 4:30 P.M.? Yes____ No____

If yes, when was it instituted? _____

4. Have you instituted any new types of recruiting procedures?

Yes____ No____ If yes, please describe briefly.

_____

_____

_____

_____

Would you like a summary of the findings of this survey? Yes____ No____

Thank you for your assistance.

Please return to:
Dr. Ben K. Gold
Director of Research
Los Angeles City College
855 N. Vermont Avenue
Los Angeles, California 90029